

## Curriculum Vitae

### RAMAPRASAD M. UNNI

Department of Business Administration  
Tennessee State University  
615.963.7343  
*runni@tnstate.edu*

#### EDUCATION

<b>Ph.D.</b>	2000	Indiana University
<b>PGDM (MBA)</b>	1989	Indian Institute of Management, Calcutta, India
<b>B.Tech.</b>	1986	Indian School of Mines, India

#### CERTIFICATIONS

HubSpot Content Marketing certificate  
HubSpot Inbound Marketing certificate  
HubSpot Social Media Marketing certificate

#### EMPLOYMENT

Associate Professor	Tennessee State University	Aug 2011 – present
Assistant Professor	Tennessee State University	Aug 2007 – June 2011
Assistant Professor	Portland State University	Sep 2000 – June 2007
Visiting Lecturer	Indiana University	Aug 1999 – May 2000
Associate Instructor	Indiana University	Aug 1994 – May 1999
Product Manager	Cadbury India Ltd.	June 1990 – June 1993
Brand Executive	Cadbury India Ltd.	June 1989 – May 1990

#### HONORS, GRANTS, AND FELLOWSHIPS

- *Exemplary Service Award*, College of Business, Tennessee State University, 2022
- Member – *Connecting Faculty Learning to Student Learning*, Tennessee State University, 2020-2021
- TeleMedCare Marketing Plan, Telemedicine Department of Defense & Department of Veteran Affairs Grant (\$3500), 2015

#### REFEREED PUBLICATIONS (2011-present)

##### Journal Articles

Baker, D. M., & Unni, R. (*in press*). "Factors affecting student satisfaction with transition to online classes in HBCUs due to COVID-19 pandemic." *The Consortium Journal of Hospitality & Tourism*.

Baker, D. M., & Unni, R. (2021). Comparing Factors That Influence Minority Students' Attitude and Preference for the Hybrid Course Format: An Examination of

- Hospitality and Marketing Majors. *The Consortium Journal of Hospitality & Tourism*, 23 (1), 23-30.
- Baker, D. M. & **Unni, R.** (2021). Local Community Attitude and Support Towards Sustainable Tourism Development in the Caribbean: The Case of Saint Kitts and Nevis. *Coastal Business Journal*, 18 (1).
- Baker, D. M. & **Unni, Ramaprasad**, Kerr-Sims, S., and Marquis, G. (2021). An examination of the factors leading to students' preference and satisfaction with online courses. *International Journal for Business Education* (161), 112-129.
- Baker, D. M., & **Unni, R.** (2019). Can online courses improve my GPA? A case of Hospitality & Tourism students in Asia and United States. *Journal of Tourism, Hospitality & Culinary Arts*, 11 (1), 45-64.
- Baker, D. M. & **Unni, R.** (2018). Characteristics and Intentions of Cruise Passengers to Return to the Caribbean for Land-Based Vacations. *Journal of Tourism*, 26 (2), 1-9.
- Baker, D. M., & **Unni, R.** (2018). USA and Asia Hospitality and Tourism Students' Perceptions and Satisfaction with Online Learning versus Traditional Face-to-Face Instruction. *e-Journal of Business Education & Scholarship of Teaching*.
- Unni, R.** (2014). "Influence of deal proneness in evaluation of location-based marketing," *Journal of International Business and Management Research*, 5 (16).
- Lukosius, V. & **Unni, R.** (2013). "An initial examination of motivational components of game playing behavior," *Journal of International Business and Management Research*, 4 (12).
- Mathwick, Charla, Janet Wagner, and **Ramaprasad Unni** (2010). "Computer Mediated Customization Tendency (CMCT) and the Adaptive e-Service Experience," *Journal of Retailing*, 86(1), 11-21.
- Unni, Ramaprasad**, Douglas Tseng, and Deepa Pillai (2010). "Context Specificity In Use of Price Information Sources," *Journal of Consumer Marketing*, 27(3), 243-250.
- Unni, Ramaprasad** and L.P. Douglas Tseng (2009). "Perceptions of Online and On-campus Business Programs: Implications for Marketing Business Programs," *Review of Higher Education and Self-Learning*, 2(4), 19-30.
- Unni, Ramaprasad** and Robert Harmon (2007). "Perceived Effectiveness of Push vs. Pull Wireless Location-Based Marketing," *Journal of Interactive Advertising*, 7(2), Spring, 28-40.
- Unni, Ramaprasad** (2005). "Value Perceptions and Retention of Textbooks Among Marketing and Other Business Majors," *Marketing Education Review*, 15(2), 71-79.

## **Manuscripts under review**

**Unni, Ramaprasad**, Galib, Mohammad, and Baker, David McA. "Relationship Between Airline Service Performance and Customer Complaints for Legacy Network Carriers and Low-Cost Carriers", *International Journal for Retailing, Sales and Marketing* (under review).

## **Manuscripts in progress**

**Unni, R.** & Unni, P. "Effectiveness of types of messages (informational vs. emotional) in nonprofit marketing," manuscript under preparation.

**Unni, R.**, Baker, D. M., Galib, M., and Kerr-Sims, Shantia. "Teaching during COVID-19 pandemic: Factors influencing faculty satisfaction," manuscript being prepared for submission to the *Journal of Educational Technology, Development and Exchange (JETDE)* in October 2022.

Lukosius, V. & **Unni, R.** "Consuming digital media: Motivational drivers for piracy and legal behavior," Phase 1 of data collection completed.

## **Book Chapters**

**Unni, Ramaprasad M.** (2022). "Programmatic Advertising", in *SAGE Handbook of Digital Marketing*, Annmarie Hanlon and Tracy Tuten (eds.), Chapter 19, ISBN: 9781529743791

## **Peer-reviewed Conference Proceedings**

Lukosius, V. and **Unni, R.** (2021). "Asleep in the Class? Antecedents and Outcomes of Digital Exhaustion in Virtual Academic Environments." *Association of Collegiate Marketing Educators Conference*.

**Unni, R. M.**, Unni, P., Hillberg, H., & Lovvern, III, H. N. (2020). "Use of Metrics in a Nonprofit Digital Media Campaign." In Laura Robinson, Kennesaw State University (Ed.) *2020 Atlantic Marketing Association Conference*, Atlantic Marketing Association.

Baker, D. M., & **Unni, R. M.** (2020). "Exploring Winery Visitors' Profiles and Satisfaction in the Emerging Wine State of Missouri USA." *Annual APacCHRIE Tourism Conference*.

Baker, D. M., & **Unni, R.** (2019). "An Empirical Investigation of Service Quality, Passengers' Satisfaction and Airline Industry Performance: Legacy Airlines vs Low-Cost-Airlines." *Annual APacCHRIE Tourism Conference*.

Baker, D. M., & **Unni, R.** (2018). "Cruise Visitors' Experience in the Caribbean, Intentions to Return and Stay in hotels and willingness to recommend." *Annual APacCHRIE Tourism Conference*, 139-151.

Thach, S., **Unni, R.**, & Abdelmoety, Z. (2018). "Local brands and global brands: competition in emerging markets," *XVII International Business & Economy Conference, San Francisco, January 4-7.*

Thach, S., **Unni, R.**, & Yang, C. (2015). "Finding, Holding, and Using an Advantage: Domestic Competition Versus International Brands." *XIV International Business & Economy Conference.* Bangkok, January 5-8.

**Unni, R.** (2014). "Influence of deal proneness in evaluation of location-based marketing." Proceedings of the *Intellectbase International Consortium*, Nashville, TN.

**Unni, R.** & Roberts, J. (2012). "Altruism of College Students: An Exploratory Examination of Volunteering Intentions." *2013 Association of Collegiate Marketing Educators (ACME) Conference, Albuquerque, NM.*

**Unni, R.** & Roberts, J. (2012). "Attitudes toward donations of used clothing- implications for thrift stores." *Association of Collegiate Marketing Educators Conference.*

## TEACHING

### Courses Taught

- Basic Marketing, Consumer Behavior, Retail Management, Promotion Management, Social Media Marketing and Branding, Sales Management, International Marketing, Marketing Strategy, Independent Study, Marketing Management (MBA)

## SERVICE

### **At Tennessee State University (2007-present)**

#### University

- Member, Faculty Senate Curriculum Committee, 2021 - present
- Member, TSU Academic eSports Advisory Committee, 2021
- Member, Faculty Senate Alumni Relations Committee, 2019-20.
- Member, University Assessment Improvement Council, 2016 - 2019
- Member, Human Subjects Committee, 2007 - 2015
- Member, Service Learning Advisory Council, 2010 – 2014
- Co-Faculty Advisor, Marketing and Advertising Club, 2022 - present

#### College of Business

- Assessment Coordinator, College of Business, 2016 - present.
- Chair, College of Business Undergraduate Curriculum Committee, 2019-present.
- Chair, College of Business Student Recruitment and Retention Committee, 2009-2014.
- Member, Strategic Planning committee, 2019-present.
- Member, International Committee, 2022
- Faculty member in the exchange program between Tennessee State University and Tunisia, 2021-present.

- Member, Hospitality & Tourism Management Advisory Board, 2018-present.
- Member, Undergraduate Curriculum Committee, 2017-18.
- Member, College of Business Student Recruitment and Retention Committee, 2007-2017.
- Member, College of Business Intellectual Contributions Committee, 2007-2011.

### **Professionally Related Service**

- Associate Editor, *Nankai Business Review International*, 2021 – present.
- Judge, *ANA In-House Campaign Excellence Awards*, 2021 & 2022.
- Ad hoc Reviewer, *International Business and Economic Conference*, 2018, 2019.

### **Community Service**

- Member -Judging Panel, Fox17 “*Scholar Athlete of the Year*”, 2016-2019.
- Volunteer, COVID-19 Vaccination Site, *Hands On Nashville*, 2021.